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DATE: September 25, 1986

NOTE TO: Edward J. Maloney

SUBJECT: Invitation of Speakers to Information Industry Briefing

Ed:

The following speakers have accepted invitations to speak at the Information Industry Briefing, now scheduled for 24 March: Howard Anderson (Pres of Yankee Group, John Seeley Brown (Xerox PARC), Will Zachmann (VP of IDC), and Ted Withington (independent consultant). There are two more I want to invite: Steve Haeckel of IBM and Dr Craig Fields (DARPA). You had indicated at one time that you wanted to personally invite Haeckel. His phone number is 914/697-6210. I have talked to ORD about the potential of inviting a key DARPA person, and they recommended Fields as the substantially superior choice. They asked, however, that the protocols be observed, since he is a senior government type, and the invitation come from you. If you agree, I'll execute the preliminaries with ORD and get you his phone number. If you could indicate in your conversation with them that I will follow up, it would be helpful.

Appended for general reference is a prototype agenda for this set of people.

Bob

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*** APPENDED BY:

ON: September 25, 1986 AT: 2:22 PM ***

REPRESENTATIVE AGENDA FOR INFORMATION INDUSTRY BRIEFING

Howard Anderson (Pres., ~~Yankee Group~~): The IBM standardized, mixed vendor world. What a multivendor environment might look like, where much of the interfaces, system software, and host environments are IBM based. Where buyers/customers should be taking advantage of non-IBM technologies to take advantage of what technology will make available for "production" environments.

John Seeley Brown (Xerox PARC): The next generation services and facilities that automation will provide: The capabilities of a connection machine at the customers fingertips; finding your way through the world of stored information, i.e., supplanting the quest of the paper world with automated equivalents; facilities for finding the serendipitous relationships of information in the automated world; and generalization of AI facilities.

Dr. Craig Fields (Dpty Dir, Engineering Applications, DARPA): What is likely to be available in parallel processing, distributed data bases,

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telecommunications networking, data fusion, graphics/imagery and security features in the DOD environment of the 90's. How AI is going to change the way commanders do their job, and how that is going to feed back into AI system and data fusion requirements.

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Steve Haeckel (VP of IBM): How IBM sees the office environment of the early 90's: the distribution of processing and data, the coupling of local processing for office automation and central processing for large data base and models work, and a picture of cooperative, local/central processing, and the control facilities that will be available to manage all this.

Will Zachmann (VP of IDS): Strategies in the industry: who is headed where, who will own what in the market, what are the risks, and how can what should be the strategy of the buyer/customer to take advantage of what technology makes available for a "production" environment without climbing out on a limb.

Ted Withington (Consultant): How the installed base and the Gramm-Rudman world is going to affect what is going to be achievable and available in a production environment of the early 90's.

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